



**PENINSULA SHRM**  
INNOVATE. INSPIRE. LEAD.

# 2026

# LEADERSHIP CONFERENCE

## SPONSOR PACKAGES

**HAMPTON ROADS  
CONVENTION CENTER**

**SEPTEMBER 24, 2026**



## WHO WE ARE?

The Peninsula Chapter of SHRM, #0726, was established in July 2008 and serves the Peninsula and Hampton Roads areas. As an affiliate of the Society for Human Resource Management (SHRM) and an approved provider of recertification credits for SHRM and HRCI, we are excited to be a chapter of choice for tenured professionals and those pursuing or interested in a career in HR and business operations. We are a 501(c)(6), professional organization.

## WHAT WE DO?

We regularly engage over 700 local human resources professionals and business leaders. As an active Chapter, we host monthly continuing education programs, annual leadership conferences, volunteer events, and many other events and initiatives to support the human resources profession.

We're excited to partner with you!

## CONTACT US FOR MORE INFORMATION

 [sponsorship.penshrm@gmail.com](mailto:sponsorship.penshrm@gmail.com)

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# 2026 CONFERENCE SPONSORSHIP LEVELS

AT A GLANCE

## Sponsorship Package Name

Price

**Diamond Sponsor (Keynote - limited to 1)**

\$6,000

**Platinum Sponsor (After Hours - limited to 1)**

\$4,500

**Exclusive Branding Sponsor (limited to 1)**

\$4,500

**Gold Sponsor (General Session - limited to 2)**

\$3,500

**Silver Sponsor (Breakout Sessions - limited to 6)**

\$2,000

**Bronze Sponsor (Exhibitor - limited to 12 )**

\$1,000

**Digital Media Sponsor (limited to 2)**

\$500

# 2026 CONFERENCE SPONSORSHIP LEVELS

Levels	Exhibition Space	Logo & Brand Promotion	Comp Registration	Speaking Time	Attendee List	Value
<b>Diamond (Keynote) Sponsor (1)</b>	✓ Inside room	✓	✓ (4) Tickets	✓ 2 Presentations	✓ Full List	\$6,000
<b>Platinum (After Hours) Sponsor (1)</b>	✓ Inside room	✓	✓ (4) Tickets	✓ 1 Presentation	✓ Full List	\$4,500
<b>Exclusive Branding Sponsor (1)</b>	✓ Inside room	✓ *Exclusive branding on signage, materials/gifts	✓ (4) Tickets		✓ Full List	\$4,500
<b>Gold (General Session) Sponsor (2)</b>	✓ Inside room	✓	✓ (3) Tickets	✓ 1 Presentation	✓ Full List	\$3,500
<b>Silver (Breakout Session) Sponsor (6)</b>	✓ Inside room	✓	✓ (1) Ticket	✓ 1 Presentation in Breakout Session	✓ Full List	\$2,000
<b>Bronze Sponsor</b>	✓	✓	✓ (1) Ticket			\$1,000
<b>Digital Media Sponsor (2)</b>		✓				\$500

\*All exhibit tables are eligible to participate in a passport-style drawing designed to encourage attendee engagement. Detailed descriptions of each sponsorship level are provided on the following page. Custom sponsorship packages may be available upon special request. For more information, please contact [president.penshrm@gmail.com](mailto:president.penshrm@gmail.com).

# 2026 Leadership Conference Sponsor Opportunities

Reserve your sponsorship opportunity for the PENSHRM Leadership Conference. This all-day event for approximately 300 HR and Business Leaders is a great way to showcase your products and services.

## **Diamond (Keynote) Sponsor - \$6,000 (limited to one Partner)**

Emcee option - Two 5-minute presentations in front of all attendees with priority speaking preference and option to incorporate slide in presentation - 3 full-page advertising slides in event rotating slide show - 1 full-page advertising slide in Chapter meeting slide shows for 12 months - Full attendee list - 4 complimentary conference registrations - PenSHRM Member Early Bird Rate (\$199) for additional registrations - Dedicated exhibition space with electrical outlet access and location preference in the room with attendees - Verbal and print recognition as event sponsor - Logo and link on conference website, logo on main PenSHRM homepage, event promotion e-blasts and advertisements, all printed event items and all PenSHRM social media platforms Participation in passport-style drawing

## **Platinum (After Hours) Sponsor - \$4,500 (limited to one Partner)**

Special recognition as the post-conference Happy Hour - One 3-minute presentation in front of all attendees at conference with option to incorporate slide in presentation - One (1) full-page advertising slide in event rotating slide show - Full attendee list - 4 complimentary conference registrations - PenSHRM Member Early Bird Rate (\$199) for additional registrations - Dedicated exhibition space with electrical outlet access in the room with attendees - Logo and link on conference website, event promotion e-blasts, advertisements and all printed event items - Participation in passport-style drawing

## **Exclusive Branding Sponsor - \$4,500 (limited to one Partner)**

Logo featured prominently on attendee materials, such as notebooks, pens, or digital session guides (subject to availability). Special recognition as champion partner for WiFi and educational material with option to incorporate 1 slide in presentation - 1 full-page advertising slide in event rotating slide show - Full attendee list - 4 complimentary conference registrations - PenSHRM Member Early Bird Rate (\$199) for additional registrations - Exhibition space with electrical outlet access in room with attendees - Logo and link on conference website, event promotion e-blasts and advertisements and all printed event items - Participation in passport-style drawing

## **Gold Sponsor - \$3,500 (limited to two Partners)**

One 3-minute presentation in front of all attendees with option to incorporate slide in presentation - 1 full-page advertising slide in event rotating slide show - Full attendee list - 3 complimentary conference registrations - PenSHRM Member Early Bird Rate (\$199) for additional registrations - Exhibition space with electrical outlet access in room with attendees - Logo and link on conference website, event promotion e-blasts and advertisements and all printed event items - Participation in passport-style drawing

## **Silver Sponsor (Breakout) - \$2,000 (limited to 6 Partners)**

One 2-minute presentation in break-out session - ½ page advertising slide in event rotating slides - Full attendee list - 1 complimentary conference registration - PenSHRM Member Early Bird Rate (\$199) for additional registrations - Exhibition space in the room with attendees - Logo and link on conference website and all printed items - Participation in passport-style drawing - attendee list

## **Bronze Sponsor - \$1,000**

1 complimentary conference registration - Exhibition space - Logo and link on conference website and all printed items - Participation in passport-style drawing

## **Digital Sponsor - \$500 (limited to 2 Partners)**

1 complimentary conference registration - Logo and link on conference website and all printed items